

**GOVERNMENT OF TELANGANA  
ABSTRACT**

Telangana - Tourism Promotion – Branding Telangana Tourism through Video Wall Content – 3 Units at Rajiv Gandhi International Airport at Hyderabad by M/s. Laqshya Media Pvt. Ltd. Hyderabad – Sanction and release an amount of Rs.10,00,000/- + taxes applicable (Rupees Ten Lakhs Only) excluding taxes, printing and mounting charges, towards Telangana Tourism Promotional Campaign from 20-02-2016 to 19-03-2016 for one month – Orders – Issued.

**-YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.RT.No. 255

Dated: 30/04/2016  
Read the following:

1. From M/s. Laqshya Media Pvt. Ltd. Hyderabad, Dt.11-02-2016.
2. Govt.Lr.No.4326/PRO/PMU/2015, of YAT & C (PMU) Department, Dt.11-03-2016.
3. Invoice No. LA/HYD/1490/2015-2016, from M/s. Laqshya Media Pvt. Ltd., Hyderabad, Dt:21-03-2016.

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**ORDER:**

In the reference 1<sup>st</sup> read above, M/s Laqshya Media Pvt. Ltd. Hyderabad, has submitted proposal requesting for branding of Telangana Tourism through Video Wall Content – 3 Units – Arrival and departures Airport Road at Rajiv Gandhi International Airport at Hyderabad.

2. Vide reference 2<sup>nd</sup> read above, Government have issued a work order for an extension of branding of Telangana Tourism promotion through Video Wall Content – 3 Units – Arrival and departures Airport Road at Rajiv Gandhi International Airport at Hyderabad, from 20-02-2016 to 19-03-2016 for a period of one month, for an amount of Rs.10,00,000/- + taxes applicable (Rupees Ten Lakhs Only) excluding taxes, printing and mounting charges.,

3. In the reference 3<sup>rd</sup> read above, upon successful completion of Telangana Tourism promotional Campaign at Rajiv Gandhi International Airport at Hyderabad. M/s. Laqshya Media Pvt. Ltd. Hyderabad has submitted bill along with installation report for an amount of Rs.11,45,000/- (Rupees Eleven Lakhs Forty Five Thousand Only) including taxes printing and mounting charges for one month from 20-02-2016 to 19-03-2016 for above said purpose and requested the Government to release the payment.

4. Government after careful examination of the matter, hereby sanction and release of an amount of Rs.11,45,000/- (Rupees Eleven Lakhs Forty Five Thousand Only) including taxes printing and mounting charges to M/s. Laqshya Media Pvt. Ltd. Hyderabad, for one month payment from 20-02-2016 to 19-03-2016, towards Telangana Tourism Promotional through Video Wall Content – 3 Units – Arrival and departures Airport Road at Rajiv Gandhi International Airport at Hyderabad.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:  
“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists – Schemes included in PLAN, 11- Normal State Plan, 20 – PMU – Advertisement, Sales Publicity Expenses, participation in National and International Travel Marts, organizing tourism events, sponsorship, fairs and festival and other expenditure, 500 – Other Charges, 503 – Other Expenditure.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya Media Pvt. Ltd. Hyderabad. The details of Bank account is as follows:-

Account Name	: M/s. Laqshya Media Pvt., Ltd., Hyderabad
Account No	:004010203161782
Name of the Bank	:AXIS BANK LIMITED
Branch	: MUMBAI FORT
IFSC Code	:UTIB0000004

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B.VENKATESHAM  
SECRETARY TO GOVERNMENT**

To  
M/s. Laqshya Media Pvt. Ltd. Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.  
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU- Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**